

Watch Joshua Tree Grow

Population 155
Buildings under construction 21
Buildings started this week 3

Lumber and Building Supply Warehouse Under Construction

To Handle Household Appliances

Crane's Building Supplies have started construction of their new lumber yard and material warehouse on their property on the highway.

The plans call for a store and office building 26x30 feet of frame and stucco construction, with a gable roof and redwood shingles. The material warehouse is 20x40 feet dimensions, is of heavy frame construction and is well under way at the present time.

The first lumber shed to be built will be 20x36 feet and will be used to house finish lumber, mouldings and wall-board. Later on they will build another warehouse 50x75 feet.

Jack Crane says he has the lumber situation well in hand and is confident his deliveries will keep up with the demand.

J. W. Lehnbauer and Son are in charge of the construction work.

Crane also said they are negotiating contracts for some of the well-known household appliances, both gas and electric. They intend to stock ranges, water heaters, washing machines and refrigerators just as soon as they are available.

The Cranes have purchased a new heavy truck which when it arrives, will be put into regular service between here and Los Angeles hauling material out here to keep up with the demand.

When completed the new plant will be a credit to the community.

American Legion Auxiliary Sponsors University Extension Courses for Veterans

The American Legion Auxiliary of California is sponsoring the extension correspondence courses offered by the University of California, and making them available to all disabled veterans of World War II, who are confined in hospitals or convalescing at home.

The plan provides for all expenses connected with courses, including cost of text-books. It is said that the Auxiliary has already expended about \$10,000 and they expect to spend another like amount.

Any disabled veteran interested in obtaining information concerning this service can do so by applying to the Auxiliary either at Yucca Valley or Twentynine Palms.

The Auxiliary is also providing teachers to visit the hospitals and homes of the boys to give private instruction to those who desire it.



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Power Line Construction Rushed

Desert Queen



—Stewart Gear, Photo

Pretty Beverly Moninger, daughter of Fred Moninger, horseman and architectural designer, was queen of the western riding events held at Joshua Tree recently. Beverly has her own horse, a beautiful buckskin, and can ride with the best of them.

Wires Now Across Canyon

SUBSTATION UNDER CONSTRUCTION AT 29 PALMS

The much-wanted, much-awaited-for electric power line is beginning to look like a reality. The H. W. Warren Company, contractors building the line, have a crew of linemen working and really making progress in a big way.

R. H. Knaggs, superintendent for the California Electric Power Co., says they have nine miles of the wire up, and are two miles beyond the mouth of

the canyon. A few days more should see them out of the canyon and then Mr. Knaggs says the crew should be able to string wire at the rate of three to four miles per day. The total length of the line, according to the official figures, is 44½ miles and after they get out of the canyon there will be only about 30 miles to go, so the next 10 days to two weeks should see the linemen approaching Joshua Tree.

Christmas Present

When asked when he thought the line would be completed and the current ready to turn on Knaggs said he couldn't say exactly, but he hoped to and believed he could give Joshua Tree people the power as a Christmas present.

The California Electric Power Company has their own crew of sub-station specialists under Bob Speer building the Twentynine Palms station, and according to Mr. Knaggs as soon as that station is finished they will start construction of the Joshua Tree station on their property on Commercial Street.

The sub-station at Twentynine Palms is of the typical structural steel open-air type. The one to be built here will

(Continued on Page 8)

—oOo—

County Free Library Open

The County Circulating Library is now open at Becker's Hardware and Variety store. Mrs. Becker says she received 90 books as the first issuance, 26 being non-fiction and the rest assorted between fiction, children's books and mysteries. Included in the mystery books are several of Elery Queen's latest.

It is also pointed out that patrons that desire new books that are not at present on hand, may get them by filling out a request card provided by the library. Such requests will be sent out from San Bernardino as available.

Joshua Tree is fortunate in getting this library so soon and it is to be hoped our people will show their appreciation by liberal patronage.

Morongo Social Club Entertains

MANY JOSHUA TREE
PEOPLE ATTEND

One of the most enjoyable social events of Morongo Valley was given by the Morongo Social Club, Thursday evening, October 11 at Silk's beautiful Guest Inn.

A large crowd was in attendance, many coming from Yucca Valley and Joshua Tree. Everyone had a good time playing Bingo and cards in the gorgeously-finished parlor and dining rooms of the Inn, noted for its antiques and paintings.

As the evening progressed, the door prize was won by Mrs. Lloyd Wiser of Yucca Valley and the hand-made quilt, raffled off, was won by Mrs. Stella McCullough, a member of the Social Club, who was ill and unable to attend the party.

Fruit punch was served all during the evening, ending with cake and coffee before the guests departed.

The party was an outstanding success, judging from the

(Continued on Page 7)

Women's Club Meeting

The Joshua Tree Women's Club will meet at Mrs. Alice Hibbard's Desertaire Lodge, Friday, Oct. 19. This will be the first general meeting of the club after the summer vacation and all members are requested to attend.

President Dr. Stewart says the club has a large program outlined for the coming season and she is anxious to get committees formed and the whole program off to a good start.

—oOo—

LEGAL VISITOR HERE

Herbert Cutler Brown, attorney, spent several days in Joshua Tree this week, looking after legal matters.

Chamber of Commerce Meeting Well Attended

Building Committee Approved

MANY NEW
MEMBERS

The monthly meeting of the Joshua Tree Chamber of Commerce brought out the largest gathering in several months.

The principal topic of discussion was the proposed Planning and Inspection Committee, whose services are to be placed at the disposal of the people who are building in Joshua Tree. It was felt that such a committee would be an asset to our town because San Bernardino County does not have Building Codes that apply to single-family residences.

There are, however, State codes that have been established largely at the request of insurance companies and intended to provide a factor of safety in the matter of plumbing and electrical installations, and structural codes to provide for safety against earthquakes. It was felt that most home builders would be glad to consult with this committee before starting on their building and would be glad to have free inspection service offered.

The secretary was instructed to procure copies of all the

State Building Codes and make them available at his office to anyone interested. The Committee is to consist of seven members picked from the Chamber of Commerce each of whom is a master craftsman in his own line.

The Chamber of Commerce gained 12 new members, which boosted their total membership to 91. Upon the suggestion of President Bunker, Dr. J. C. Cummings was presented with an honorary, life membership

Pin This Coupon to a \$ Bill

Send me the Joshua Journal for the next 26 weeks.

Name

Address

City State

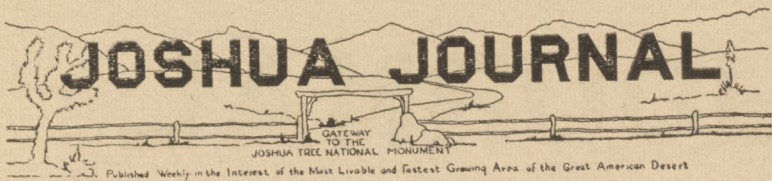
Joshua Journal Publishing Co.
Joshua Tree, California
via Whitewater

MRS. IVERSON BUYS HOME

Mrs. Elsie Iverson has purchased the house L. B. Pfeiffer was building for himself. Now Pfeiffer says he has to start all over again, but anyway he has to have one more bedroom now because his son who was wounded at Okinawa will soon be released from the hospital in Texas and is coming home.

—oOo—

Use the C. of C. Planning Committee for your new home.



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1 Year \$2.00 - 2 Years \$3.00

Build Now

The wise property owner will take advantage of the present availability of materials and start his building program in Joshua Tree now.

On October 15, all government restrictions on type and size of buildings were cancelled.

Practically all materials needed for building here on the desert are available. There are a few items, more or less minor, that are not present in sufficient quantity yet, but dealers say they are coming. There is competent labor available here now and more coming daily.

Joshua Tree is badly in need of housing of all types. This past week end saw every available accommodation taken, and several parties were turned away.

Material prices and labor costs will not be lower for at least a year or more, and they may go higher before they do come down.

It is our studied opinion that construction started during the next four months can be completed without undue delay and at less cost, than that begun after that period.

The stories by our scientists about the atomic bomb and decentralizing our population is making the people think, and the effect of these stories is being felt now.

If our property owners in the city, who are not ready to move out here now, or those who want to build for income, will do so now they will find a ready market for their rentals, and can profit from the increasing demand for housing by those who want to work and those who cannot at present build but want to get away from the city.

We have licensed builders here now who will build on contract and guarantee delivery according to contract.

Let's take advantage of our opportunity and build now.

—oOo—

Unity Will Win

Mr. Frank H. Bagley, new President of the Twentynine Palms Chamber of Commerce, has the right idea. In his acceptance speech he referred to the "communities" of Twentynine Palms and promised to try to make it the community of Twentynine Palms. If you hook equal power in each corner of an equal angle triangle and start pulling in opposite directions, the space in the middle is bound to get bigger and the corners farther apart. We hope Frank can hook his power inside the triangle and pull the three corners together.

The principal of, "United we stand, divided we fall" has built a big and powerful United States and it will work here on the desert just as well. More power to you, Frank.

All Expense Trips To Joshua Tree

THE NEW DESERT COMMUNITY

OUR CARS Leave on Wednesday—Return on Thursday
Leave on Saturday—Return on Sunday

DeLuxe De Soto Sedans—comfortable accommodations—are afforded our customers who wish to investigate the new Desert Community of JOSHUA TREE.

For full information call VAndike 3057—or write

Joshua Tree Townsite Company

Room 534 - 112 West 9th Street Los Angeles 15

RE-COOPER-ATE

By DR. NORMAN C. COOPER

STRIKES

The strikes of the labor unions are very obvious, those of the entrepreneur or business man not so obvious. We condemn the striking working man, accuse him and hurl invectives at him. We let the striking, financially fat, indifferent business man go. Strikes are bad anywhere and with either labor or management. We are not condoning them or upholding

them, we are merely looking at them from both sides of the ledger. The labor union is one institution that is now here to stay. It grew out of necessity and will stay out of necessity. As I have often remarked about socialized medicine, there is no one bringing it about faster than the doctors themselves so also there is no one so responsible for the labor union as the management itself.

Labor simply had to protect itself from the soulless jaws of organized capital—and it did. The labor union and the labor union alone is the only thing that has made life, wages, working conditions and living conditions tolerable for the common working man. Without the labor union the day laborer would revert to serfdom under sweat-shop conditions. We all recognize that. Labor insists more and more upon a rightful share of what it produces. It insists upon a wage sufficient to buy back as a consumer the goods that it creates for the producer. Through this persistence it has won a better living standard for the common people, higher educational and social standards for its youngsters, and created a better social order in which to live. It intends to increase these advantages even more in the future (perhaps at the expense of a \$200,000.00 a year railroad president—with the government having to subsidize his railroad to keep it and his salary solvent, or a \$250,000.00 a year insurance executive or steel magnate, or a million and a half dollar a year movie king) and we might just as well get used to it.

The common man has struggled for centuries to come into his own. At each turn of the road he has realized his dream a little more—after the destruction of Greece, the fall of Rome, the eradication of the divine right of kings, with Magna Carta, after the French revolution, after the Civil war, after the Czarist revolution, after World War I and we hope after World War II. And there is nothing that can be done about it. Understand the columnist isn't to blame for it. It existed long before he was born and will continue long after he is dead and gone.

But there is a bright side to it all. Labor will never swallow capital. One is dependent upon the other. Without capital the entrepreneur could not hire the laborer. Without the laborer the entrepreneur could not produce his goods. But in democracy individuality will assert itself. That is the beauty of democracy. The common man knows too much now to be exploited. He is too well educated. He has his car and he travels and gets about. He has his radio and he listens to discussions on all problems, and best of all he is the product of our modern schools. His day as a "man with the hoe" are gone. He strikes now for his share of the world's consumable goods.

And through it all there is progress.

Democracy is a great gyroscope power held in balance by all the activities of the people who make it up. Sometimes the gyroscope swerves and we think it has lost its balance. But when it leans too far over one way the force inherent within it straightens it up and it goes ever on in a world of free people and of privileged men. Democracy doesn't destroy itself. It is a force that gathers momentum as it goes, because the voice of the people is the voice of God. And the voice of the common man will rule in a democracy because there are so many more of them and you and I will have to abide by it whether we like it or not. It is by far the best to settle labor-capital disputes by arbitration but if they are not so settled then they will be settled by strikes—and the common man will always win.

The material in this series of articles by Dr. Cooper, is syndicated, and is to be published in book form, and no part may be used without permission.—Editor.

—oOo—

Busy Entertaining Friends

Mr. and Mrs. J. S. Picano had a busy week with their guests. First, they had their son, Lawrence J. Picano and family of San Dimas, who is captain of the fire department there. Mrs. Picano said that one of the grandchildren had a bad cold when he arrived and just two days in the Joshua Tree sunshine completely cleared up the cold. Over the week end they entertained Mr. and Mrs. R. A. Williams of Hollywood and Mr. and Mrs. Russell Compton of Glendale. Mr. Williams is also a fire department captain in Hollywood.

—oOo—

SEEN NOTHING YET!

"Fox's Den" was full to overflowing this week end, when their children, Mr. and Mrs. Paul Gustlin and their sons Philip, Dale and Stephen, drove in Saturday morning. The Gustlin family was astonished at the building development in Joshua Tree since their last visit in June. Paul says it lacks just one thing—a swimming pool. But, of course, he is a well-known swimming instructor of the Southern California beaches.

—oOo—

AND HE IS BUSY

Gilpin's Plumbing shop in Twentynine Palms now has a first-class plumber, Bob Richards, and a material truck devoted entirely to Joshua Tree work.

Mr. Gilpin says he is equipped to supply anything needed in the plumbing line except soil pipe and that has him worried.

LETTERS FROM THE PEOPLE

October 13, 1945

Dear Sir:

I would like to inform you that my new address is as follows:

John W. Coulter S2/c 5672433
U. S. Naval Frontier Base
S.L.C.U. No. 64, Treasure Is.
San Francisco, California.

I have been getting the JOURNAL regularly and I enjoy it very much. It keeps me up on our desert community, in which I believe, there is no other place.

Joshua Tree was well liked by the two sailor friends of mine that I brought out to see my home town.

Sincerely,

J.W.C.

October 10, 1945

JOSHUA JOURNAL
Joshua Tree, California

Dear Sir

My husband and I are very much interested in your new
(Continued on Page 7)

ACREAGE

LARGE TRACTS OF LAND FOR SALE NEAR JOSHUA TREE

640 acres (Sec 9-1N 7E)
\$10 per acre

640 acres (Sec 31-2N-7E)
\$9 per acre

640 acres (Sec 15-2N 6E)
\$6 per acre

640 acres (Sec 13-1N-6E)
\$8 per acre

640 acres (Sec 7-1N-7E)
\$8 per acre

320 acres (Sec 11-1N-6E)
\$6 per acre

SMALL TRACTS OF LAND FOR SALE NEAR JOSHUA TREE

45 acres at \$35 per acre

40 acres at \$40 per acre

SEE US FOR BARGAINS
IN LARGE OR SMALL
TRACTS OF LAND NEAR
JOSHUA TREE

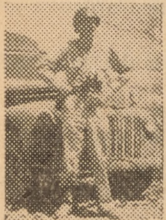
Bunker Land Co.

JOSHUA TREE, CALIF.

Los Angeles Office
Room 534
112 West 9th Street

NEW HORIZONS

EDMUND B. MOORE



Lt. Colonel E. B. Moore
A. U. S.

SPRIT OF THE DESERT

CONTRAST OF CITY LIFE AND FREEDOM OF THE DESERT

(All Rights Reserved—Editor)

After wandering about the desert for the past few days I could not help but reflect how beneficial it would be for this country if many of the millions of people in the United States could get a taste of the American Desert. It would make a better world. So many folks know so little about the real desert. So many have acquired vast amounts of misinformation.

Some of us, either by necessity or force of habit lead drab, humdrum lives. The desire for economic security seems to herd individuals into great city masses. Folks rush, breathlessly, hither and yon. I ask—going where? Horizons narrow. Not so when among the Joshua Trees, the Ocotillo, Yucca Mesquite, Prickly Pear, Hedge Hog, Nigger Head, Barrel Cactus, Beaver Tails and Verbenas.

It is safe to say the average person caught in this busy world does not realize how many benefits he misses until a sudden comparison is made with desert freedom, with desert health, and with desert spiritual opportunities. All can be summed up as the happiness of living, the joy of being alive.

A person who has never stepped foot into the wide-open spaces of our large deserts always looks skeptical when its wonders are related. In many cases his knowledge, his general conception of the desert is wrong. It takes a first-hand visit to experience the feel of the desert. What surprises! What thrills are in store!

The spirit of the American Desert, the spirit of Joshua Tree environments, the scenery and the community all go hand in hand. At an enjoyable altitude of 3000 feet, on the northern edge of the famous Joshua Tree National Monument, there spreads out a desert garden spot of limitless charm, beauty and health. No other place in the country is like it.

Here one can breathe deep of the invigorating air that sweeps softly over thousands of miles of open space. Petty annoyances vanish. Vigor increases. Yes, Joshua Tree community, is a friendly spot because here the desert is at its best with all its charm and good health.

Joshua Tree Desert is comfortable. Healthful sunshine in abundance is followed by crisp, cool evenings of sound sleep. The deep, heavy stillness of night is broken only by an occasional yip of a far, far-distant coyote. Stars twin-

kle, at what seems, only arm-length away. Good water is in abundance. Beautiful flowers carpet the wide acres—yellow, orange, purple, lavender, red, green and white. On every horizon, as far as the eye can see is a vista of unsurpassed grandeur. A wonderland of nature unfolds on all sides to hold one spellbound.

This is just a wee insight into the spirit of the American Desert—the spirit of Joshua Tree Desert environments. Experience it for yourself. Be rewarded in mind, body and soul.

—oOo—

EDITOR MOVING

Your editor and his Mrs. are moving next week into the house on El Reposo Circle, that Frank Cook has just finished remodeling. Cum up 'n see us sometime.

—oOo—

ARE NEVER IDLE

J. W. Lenbauer and son F. L. Lenbauer are building the lumber sheds and warehouses for Crane's new lumber yard.

Father and son are first-class carpenters and you don't see them idle very often. They have a new home here that will soon be completed.

Know Your Neighbor

By Alice Powell Beckford

At least two days out of every week, our neighbor this time is one of the most popular chaps in the town. Every Tuesday and Friday afternoons the crowd gathers down at the center to watch for his truck coming over the hill bearing its load of fresh fruits, vegetables and meats.

Clovis Lyday, (generally known as "Bud") was born in Columbus, Ohio, and went through high school there. He went to all the movies where there were any fine exhibitions of riding, and then attempted to imitate all the stunts, sometimes with dire results, but with it all he never lost his taste for the adventuresome and no feat of horsemanship seemed too difficult for him to attempt. It was probably this very trait that led him to follow the life of the carnival for a long time. He was advance advertising man for the Model Shows of America. Bud has also done a lot of research work for the Butell Memorial Institute. He spent eight years in experimental aircraft work, having been associated with North American, Curtis and Northrup aircraft companies. Now he has selected a far quieter life and has come to Joshua Tree and opened a grocery store and market.

Bud's avocations are as varied and numerous as his vocations. According to Mrs. Lyday there isn't a single thing you can think of that he isn't interested in. He likes to fish and hunt; rocks have a decided fascination, some of which he collects just as specimens, and others because he sees possibilities of using them in his metal craft. He is quite an artist along that line and has made Mrs. Lyday many enviable pieces of jewelry. He is also interested in numismatics

HOPE YOU STAY

Mack W. Fisher who owns considerable property in our town brought his friend Basil Lacey along with him. Mr. Lacey is a baker and is looking the town over with an eagle eye and contemplating opening up with a bake shop.

Fisher says he makes darn good bread and cakes, and believe us Basil this whole valley will be camping on your doorstep if you do.

and has quite a nice collection of coins. If you have a hobby you will probably find that Bud knows something about it too, and if you get to know him better he will not only go horseback riding with you but probably will be equally willing to ride his hobby-horse as well.

Cummings Corral Tenants

Tenants at the Cummings Corral are increasing so rapidly that quarters are in danger of overcrowding, and the end is not yet in sight. Popularity of horseback riding around Joshua Tree is on the increase and it is reported that the bug has inoculated several of our people and they are in the market for a good horse. It's a natural sport for the desert and the wide-open spaces and lack of auto traffic.

Fred Moninger says that in the very near future there will be horses here for the public to rent.

—oOo—

Hold yourself responsible for a higher standard than anyone else expects of you — Henry Ward Beecher.

G. B. KRUMCKE

LICENSED CONTRACTOR

GENERAL PAINTING and WATERPROOFING

JOSHUA TREE

Announcement . . .

WE ARE RECEIVING SHIPMENTS OF LUMBER EVERY WEEK.

IT IS NO LONGER NECESSARY TO HESITATE ABOUT BUILDING THAT LOVELY NEW HOME YOU WANT.

CRANE'S BUILDING SUPPLIES

JOSHUA TREE

We Are Now Serving
the Joshua Tree Area

Gilpin's Plumbing

P. O. Box 121

TWENTYNINE PALMS

Lyday's

Desert Trading Post

JOSHUA TREE

DOING OUR BEST TO SERVE YOU
UNDER PRESENT CONDITIONS

We promise you a First-Class Market as soon as
Electricity is Available

Fresh Meat Vegetables
General Merchandise

WE APPRECIATE YOUR PATRONAGE

Standard Service Station

STANDARD OIL PRODUCTS

Auto Accessories

JOE KASAL, Mgr.
Joshua Tree

Coulter's Guest House

Directory

C. K. Errett

AUDITING - ACCOUNTANT

TAX COUNSELLOR

NOTARY PUBLIC

ALL LINES OF INSURANCE

Cummings Corral

WATCH FOR ANNOUNCEMENT

Apartments With the Homelike Atmosphere

Coulter's Guest House

JOSHUA TREE

PERSONALITY & MENTAL HYGIENE

By DR. NORMAN C. COOPER, A. B., M. A., Ph. D.

PERSONALITY TYPES

Different types of personality have been recognized in individuals I suppose ever since the first cave man beheld his neighbor in the adjoining cave. To be sure he didn't label it personality but he noticed the neighbor was different in his characteristics, habits and traits. All through the ages man-

kind has placed his fellow man into different personality classes and categories and labeled these classes first one thing and then another. While each of us does have a personality which is unique from that of other individuals we still find students of psychology arranging personality groupings based on mental traits, physical traits, reaction patterns, social effectiveness, adjustment aptitudes and many others. Even the average person or casual observer indulges in placing his associates or acquaintances into this group or that group or saying that he is one kind of a person or another kind of person and give these groups names or labels.

Hippocrates, a Greek physician who lived around 450 B.C., was a great student of human nature. He was the first person to write about personality types. He referred to them as human temperaments and not as personality as that word had not yet been coined. It remained for later writers to construct the word personality and apply it to all these habit patterns, attitudes and traits of mankind, which he used to adjust himself to his environment. However the word personality does come from the old Greek word, persona, meaning a mask. A persona was a mask which an actor put on to represent the character whom he was trying to portray. Thus it was easy to coin the word personality from this background, not meaning so much one's external appearance, but the role the individual plays in life.

Hippocrates divided people into four personality groups and labeled these groups: sanguine, melancholic, choleric and phlegmatic and said that certain body fluids were dominant in the person's body in each case, viz.—red blood for the sanguine personality, black bile for the melancholic, yellow bile for the choleric and phlegm for the last type. We still have these words with us today and hear them applied yet occasionally after these two and a half thousand years as a personality description of certain individuals.

Theophrastus, another Greek scholar who lived some 200 years later, studied "characteriology." He described about 30 different types of people. He gave us the "penny-pincher" or penurious type, the boor, whom we all recognize easily, the talkative type or loquacious person and others.

(To be continued.)

—oOo—

Verna Coulter Recovering

Mrs. Verna Coulter is still in Los Angeles recovering from her injury of two weeks ago. She left the hospital Saturday and is staying with her sister, Thelma Parker. According to her husband, John Coulter, she expects to come home next Friday or Saturday.

—oOo—

Subscribe to the JOURNAL

BREEZING AROUND

By Maude A. Fox

Mr. and Mrs. Rule, hale and hearty at 92 and 85 years respectively, with their daughter Doctor Rule are spending several weeks in Joshua Tree, at Mrs. Hibbard's. These interesting people are from Los Angeles, and drive up into the Monument almost every day, finding new sights to attract them every trip.

* * *

Mr. M. H. Kerr, engineer and contractor of South Bend, Indiana, arrived in Joshua Tree this last week, and plans to remain here. The newcomer was seeking a place for his health. When he alighted here he said "This is it" and here he is.

* * *

Mrs. William Keys is very happy over the return of her daughter Virginia from Traverse City, Michigan, where she has been in the WAVES. Virginia was a pharmacist's mate 3/c, and will spend several weeks with her mother at the Keys ranch.

* * *

Mr. and Mrs. C. D. May and "Sonny Boy" returned to Joshua Tree on Sept. 6, in time for the rodeo. They had been vacationing in Long Beach and are glad to get back.

Mr. and Mrs. Bert Holland are back. This time they bought a lot, so I guess there will be another house going up on the townsite.

* * *

Where does Danny Regan find all of the lovely ladies he brings up to Joshua Tree? Seems like every week he brings up a car full—all unattached. Danny shows good judgment—except once. Remember "Lord Regan?"

* * *

Quite a group of Joshua Tree people attended the Bingo party held in Morongo Valley at the home of Mr. and Mrs. Silk. The Joshuaites did pretty well for themselves, all but Earl Evans who just couldn't make his beans stay put.

* * *

Mrs. H. A. Stuart of the Desert Sentinel, that lively little newspaper of Desert Hot Springs, was in town Thursday. With her were Mrs. J. E. Burnett and mother Mrs. Ida Bell and Verdie Baker, all from Desert Hot Springs. These very nice people were visiting thru the valley. Your scribe has never been to our neighboring resort. Some day we are going to take a day off and "go visiting."

* * *

A transaction of interest taking place this last week was the sale of the Pfeiffer house under construction. The buyer

(Continued on Page 5)

Success

The path to success is not measured By the miles of the way we have trod,

But the steady and ardent continuance On the way thru the sunshine and fog.

With the years of our patient endeavor

We seek the new heights far above, As we mount the dark storm clouds below us

And rest in its peace like a dove,

We daily behold in the sunshine, Tho' the clouds oft obstructing our view;

The rungs of the ladder that leadeth

To a life of Success that is due.

With a picture, Success, ere before us

We struggle and plan every day; As we're nearer and nearer approaching

The reward to be found on our way.

Our Success is not purchased with silver,

Nor our fame to be measured with gold;

But, the honest and true service rendered

Is the trophy of Success that we hold.

—Dr. Louis J. Elwood

—oOo—

Get in on the growing list of subscribers to the JOSHUA JOURNAL.

Congratulations to JOSHUA TREE

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WATER HEATERS
SPACE HEATERS
NOW AVAILABLE

Electrolux Refrigerators

DISTRIBUTORS OF PROPANE and BUTANE CYLINDERS OR TANKS

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SEE MARTIN FULLER - LOCAL AGENT

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TWENTYNINE PALMS

HOUSEHOLD SUPPLIES
NOTIONS - TOOLS - PAINTS at

BECKER'S
Hardware & Variety Store

GRADING

BLADE — DOZER — ASPHALTIC PAVING
E. V. (Pat) & H. (Sam) LAFFERTY — JOSHUA TREE

Concrete Construction

General Building Contractors

Otto & Batters

JOSHUA TREE

Neal Lawson • Maxwell McArthur

Henry Savage

Cement Products

THE MOST PRACTICAL BUILDING MATERIAL

FOR THE MODERN DESERT HOME

Cement Building Blocks

COMPLETE LINE OF CEMENT BLOCKS . . . ALL SIZES

ALSO CEMENT - LIME and SAND

When Better Blocks Are Made

L. M. S. WILL MAKE THEM

Plant and Office

JOSHUA TREE

Whitewater, Star Route

TWENTYNINE PALMS

P. O. Box 85-A

BUILDING NEWS

TWELVE UNIT COURT

Tom Henning of Los Angeles moved into town with his truck loaded with lumber last week and now he has the foundation and floor in for his house, and the Moninger Draughting Service has completed plans for a 12-unit court that Henning is going to build on his lot that fronts on both Twentynine Palms Highway and Commercial Street.

The plans for the courts are modern in every respect and contain some new and unusual features.

Mr. Henning is an experienced builder and will engage in the contracting business here when he has his units completed.

—oOo—

NEW HOME FOR EVANS ELECTRIC COMPANY

Work is being rushed to complete the building that is to be the new home of the Evans Electric Company. The building is 18x30 and next to the Joshua Cafe. Earl Evans says he is getting tired carrying all his stock in trade around in his truck.

—oOo—

LIKES DESERT BETTER

H. C. Horstman and son Paul are building a double-court residence, the first of several units to be built. The units will have a living room 14x15 with kitchen and bath. They will live in one, and the other will be for rent as soon as completed.

Mr. Horstman has for years been a traveling special agent for one of the large casualty insurance companies, the last four years having been spent in the deep South. He says this desert beats all of the damp, humid South and they can have it.

In addition to the residential units planned he also plans a large store building on the Highway.

—oOo—

IN NEW HOME

Dr. Willard Gardner and family have moved into their cozy new home on Park Boulevard. The house is built of our popular cement blocks and of a very neat design.

Dr. Gardner's practice keeps him in Los Angeles most of the week, but we notice he loses no time getting out here on Saturday.

(More Building News Page 8)

—oOo—

READ THE CLASSIFIED ADS

All-Year Living on the Desert

By STEWART GEAR

Chapter V

HOW TO LIVE ON THE DESERT

On the desert you will find living more comfortable, you will do things more leisurely, you will get more out of your living. The person who has lived most of his life in the city soon learns to slow down his pace, to take things more leisurely, to do things in moderation and to forget the hurry he has been accustomed to.

There is nothing to fear from the blazing sun if you will take proper precaution to keep your head covered, at least until you are thoroughly acclimated.

On the desert you get a broader view of everything. The wide horizon is unhampered by tall building, centralized industry and narrow streets. The world seems larger. On the desert you will find many people who are interesting because of this larger view, people who have acquired a grander appreciation of life and of things. They love the beauty of the mountains, the rocks and the vegetation.

To get the most out of desert living one should acquire the habit of early rising. The air is cool and crisp and the sun-rise is beautiful. To step out in the cool, crisp morning air, even in the hottest part of the summer, fill your lungs with the clean uncontaminated air, prepares you for the rest of the day. It charges the blood stream with oxygen, which in turn helps to burn up the waste matter and diseased tissue of the body and carries it off through the pores of the skin by perspiration, throughout the day.

In the summer time, if possible, one should expose the entire body to the rays of the sun for at least 30 minutes, every day. It is between the hours of 7:00 a.m. and 11:00 a.m. that the ultraviolet content of the sun's rays are most potent. At first do not overdo sun bathing, acquire your tan gradually to avoid the pain and distress of sunburn.

Wear light-colored, loosely-woven clothing and not too much of it.

Next in importance to your comfort and health is to drink freely of our good water. The more you drink the freer will you perspire, the more you perspire the cooler you will be and the more waste matter you will eliminate from your system.

Ordinarily it is necessary on the desert to take additional salt, to replace that lost by evaporation; but, here at Joshua Tree our water is said to contain sufficient salt to make that unnecessary, except in rare cases.

You will soon learn to enjoy the beauties nature has provided, the beautiful sunrise, the gorgeous sunsets, the brilliant star-studded sky at night, moonlight that is beyond de-

scription, the hills, the rocks and their often grotesque forms, the vegetation, the carpet of flowers.

If you will accept the desert with its broad expanse, and try to get the most out of it, you will as have many others, soon experience a joy of living that you have perhaps never dreamed possible.

Note: The writer wishes to acknowledge the help of Dr. Gustave W. Hass, D.P., who has spent 50 years on the desert, in the preparation of much of this material.

—oOo—

Breezing Around

(Continued from Page 4)

is Mrs. Iverson of Cheyenne, Wyoming, who came to Joshua Tree last spring for the first time. The visitor liked the climate and the people so well she returned to Cheyenne and sold her home and other interests and back she came to our little town to live among us. Her new home will be the first all-electric home in our tract. We visited with her because our "best half" spent his boyhood in Cheyenne. We found she

*knew all the relatives back there, so we think Mrs. Iverson is a pretty fine little lady. The Pfeiffer family will build a new home over on Cho'la Avenue.

* * *

Mr. and Mrs. Denny Martin, Marie and Tommie are moving from Joshua Tree Monday. They have rented a nice six-room house in Banning just a few blocks from the school. Alice is looking forward to being able to just press the button instead of filling the lamps every day.

* * *

We heard of men swallowing their teeth. But a prominent citizen of Joshua Tree has that beat a mile. He left his on the front seat of his car, and the car door open. While he was putting some of the things essential to his work in the back of his car his two dogs appropriated his teeth, and carried them away. The family spent two whole days digging under every greasewood in an endeavor to find where the dogs had buried them. 'Tis a lesson you should heed—don't leave your teeth on the front seat of your car!

* * *

The Joshua Tree Women's club will hold its first meeting of the year at the home of Mrs. May Hibbard, according to President Anne Stewart. There is a nice surprise in store for all members so be sure to be there.

* * *

Professor Cooper is back in Quail Springs. It was his first

*trip out" in two months. Like all the rest of these desert rats —was glad to get back.

* * *

Don Winstead is back. He won't admit it but we suspect the atmosphere was a little too chilly in Colorado. Any way, we are glad to see his smiling face again.

—oOo—

COME AGAIN, SOON

Miss Rae Morrison and Miss Mary Selby, two charming ladies from the home office of the Automobile Club of Southern California, spent most of last week here. They occupied one of the Hibbard and Jackson apartments.

29 PALMS THEATRE

Show Starts 8 o'Clock

Fri.-Sat., Oct. 19-20—
"DIAMOND HORSESHOE"
Betty Grable and
Dick Haymes

Sun.-Mon., Oct. 21-22—
"CONFLICT"
Humphrey Bogart
"Birthday Blues"
"Californy 'er Bust" - News

Fri.-Sat., Oct. 26-27—
"IT'S IN THE BAG"
Fred Allen
"Down the Fairway"
"Booby Socks" - NEWS

Build Now



Licensed and Bonded Contractors

Members - - California Building Contractors Association

Complete General Contractors

L. B. Pfeiffer

Evans Electric Co.

Watch for Further Announcement Soon.

Watch

FOR OUR OPENING ANNOUNCEMENT

Valley Automotive Service

SPECIALIZING

IN MOTOR TUNE-UP and GENERAL REPAIR

JOSHUA TREE

Maude A. Fox

NATIVE DAUGHTER

WELL KNOWN IN THE NATIONAL MAGAZINES

Readers of the JOSHUA JOURNAL are already well acquainted with Maude Fox thru her breezy, Breezing Around column and her well-written articles, PLANTS THAT GROW IN THE DESERT, but here is a little of the low-down so that you may know her better.

Maude A. Fox was born in San Francisco and graduated from the "exclusive" Lick high School, having majored in their four-year art course. Her first newspaper story was sold to the Los Angeles Times 25 years ago and believe it or not it was a fish story.

Maude's stories and articles regularly appear in the American Home, Better Homes and Gardens, Sunset and The Desert Magazine. She has been personal column writer on several newspapers and the editor of at least one.

She has tried her hand at the drama and radio, having been one of the regular members of the cast on the Missing Persons program several years ago. She created nation-wide attention a short time back with her story ADOPTED CHILDREN which appeared in LIFE STORY.

Around Joshua Tree she is always welcome with her keen wit and perpetual smile.

Maude is the mother of three children and has eight grandchildren.

We hope you enjoy Mrs. Fox and her columns as much as we enjoy her around the JOURNAL offices.

—oOo—

DR. COOPER TO OFFER COURSES

Dr. Norman C. Cooper, JOSHUA JOURNAL columnist, on leave-of-absence from the University of Southern California and now located in Joshua Tree will offer courses to the adults of the community who wish to avail themselves of this opportunity. Courses offered will be:

- *Beginning Psychology, two hours credit.
- Human Physiology, two hours credit.
- Personality and Mental Hygiene, two hours credit.
- Astronomy, two hours credit.
- *French I, three hours credit.
- *German I, three hours credit.
- General Science, two hours credit.
- Vocabulary Building one hour credit.
- American History, two hours credit.
- Ancient History, two hours credit.
- *Botany, two hours credit.
- World Geography, two hours credit.

The courses will be of academic standing and will carry credit for those who wish. Certificates of completion will be issued at the close of the course. Courses starred are beginning courses and are prerequisite to any advance course to follow later. The courses will be held in the afternoon and evening, making it possible for people employed through the day to attend. Any of the above courses will be offered providing at least five sign up for it. Classes will

Thanks From the Overbays

Mr. and Mrs. Jeff Overbay wish to thank their many friends and neighbors for the wonderful anniversary party they gave them last week and for the many fine gifts.

—oOo—

WE REGRET, TOO

Two charming visitors from Los Angeles, and property owners in Joshua Tree, spent most of last week with us. They are Miss Ethel Reeves and Miss Tess Smith. Both expressed regret in having to leave Sunday. Miss Reeves is entering the hospital for treatment when she gets home; but, says she is coming to Joshua Tree to recuperate just as soon as she is discharged from the hospital.

—oOo—

VISIT DAUGHTER HERE

Mr. and Mrs. G. S. Deyo of Alhambra paid a surprise visit to their daughter Mrs. Gene Sullivan, Monday.

start soon. See Dr. Cooper for enrollment or call at the JOURNAL office.

War Chest Drive

Mrs. Ross E. Culver, chairman for the American Legion Auxiliary War Chest drive, has appointed Mrs. Sara Mitchell to have charge of the campaign in Joshua Tree.

The campaign will run from October 20 to October 27 and the quota for the Twentynine Palms district is \$1250, plus separate quotas of \$200 for the Girl Scouts, \$200 for the Boy Scouts and \$100 for the Salvation Army.

Mrs. Culver points out that the contributors have the privilege of stipulating to which organization they wish to contribute. Otherwise, the contribution will go into the general fund and be distributed pro rata to the various organizations.

—oOo—

IT'S A GOOD IDEA

Henry Schmidt and family, from Torrance, spent the week end here looking over their property just east of Joshua Tree. We understand they are thinking of building in the very near future.

PLANTS THAT GROW ON THE DESERT

By MAUDE A. FOX

Did you ever hear of "Mexican Mallow"? It's a sure shot for the desert. Its botanical name is *Sphaeralcea umbellata*, which is a mouthful for so lovely a plant. It is a native of the desert regions in Mexico so there is no reason why it should not thrive in Joshua Tree. It has large, heavy, green leaves and starts flowering in February and goes on and on and on throughout the year. The blooms are two inches across, crimson in color and cup shaped, with a splash of white in the centers. They need no cultivation—in fact no care. You can go on that six-weeks' vacation and forget all about them, and when you return there they are—in full bloom! These plants enjoy sandy, warm soil. They belong to the same Mallow family that grows

wild and produces what we as children called "cheeses." Remember? I've ate my weight of them in the long ago.

There is a very attractive Mallow growing here on this desert. It is a strawberry pink in color and the flowers are small, but really beautiful. The foliage resembles the "cheese" Mallow we know as kids, only it is smaller and heavier.

The "Mexican Mallow" is well worth giving space in your garden, and everyone who hasn't one will envy you. They are listed in the nursery catalogues at something around a dollar in gallon cans. But here's a tip: they grow from seed. So when you are buying your radish and turnip seed next spring look around for a package of Mexican Mallow. Be seein' you next week.

SELLS HOME IN L. A.

Mrs. Henry Johnson, who is building a new home and courts here, reports that she has sold her home in South Gate. Now we know she means what she says about liking Joshua Tree.

—oOo—

The really great man is the man who makes every man feel great—G. K. Chesterton, Magazine Digest.

WE LIKE IT TOO

Mrs. Ann Graham of Ojai is visiting her daughter and son-in-law, Mr. and Mrs. Fred Moninger. Mrs. Graham likes Joshua Tree, and says she enjoys getting the JOSHUA JOURNAL, and reads every word of it including the ads.

—oOo—

Being right occasionally isn't enough. A stopped clock is right twice a day.—Selected.

Joshua Tree Townsite

Lots \$300 up

Water - Electricity - Oiled Roads

Joshua Tree Townsite Co.

CHESTER R. BUNKER
PRESIDENT

INVESTIGATE MORTARLESS CONCRETE BLOCKS BEFORE BUILDING

Wortley & Brown

GRADING - BULLDOZER WORK

SAND and GRAVEL

PLANT and OFFICE - YUCCA VALLEY

Draughting Service

ARCHITECTURAL MODELS

Residential and Commercial

Planning Service

Fred Moninger, Designer

JOSHUA TREE - CALIFORNIA

Be Ready

TO LIGHT UP

WHEN THE CURRENT ARRIVES

All Materials Available

Evans Electric Co.

Licensed and Bonded Contractor

ALL WORK CONFORMS TO NATIONAL FIRE
UNDERWRITERS and CALIFORNIA SAFETY CODES

Morongo and Yucca Valleys

(Continued from Page 1)
fact that the club realized the neat sum of \$75 to apply to their club and park fund.

The hostesses were Mrs. True Mills, Mrs. Dorothy Ballard, Mrs. Rosella Hess, graciously assisted by Mrs. Alma Silk and members of the club.

Mrs. Lloyd Wiser attended the District American Legion meeting at Yucaipa Sunday, October 14. The main speaker was Mrs. Frank Sump, Department of Education Chairman from Los Angeles.

YUCCA VALLEY

At Yucca Valley Mrs. Vi

WHAT A LIFE

The auto to auto telephone is near at hand. The American Telephone and Telegraph Company announces that it will soon be in operation together with house to car and office to car phone talks. From the walky-talky we progress to the cabby-gabby. The wife will put in a call from the house and a buzzer on the dashboard will buzz. But if the boss can get you by phone that way it marks the end of the automobile as a pleasure vehicle. You are transforming the flivver into a phone booth with tire trouble and hot brakes.

We await the new exasperation of "What auto are you calling?" "That sedan is busy now," "The flivver that called you has hung up" and "There's no such car in the book."

From now on you will never be sure when something goes wrong with the old bus whether to take it to a garage or to the telephone company—"The Once Over," by H. I. Phillips—The Altamont Journal, Altamont, Kansas.

SON VISITS MOTHER

Mrs. Lillian Ellis had as her guests the week of October 9, her son and daughter-in-law, Mr. and Mrs. Richard A. Moore of Alhambra.

Mr. Moore has just returned from 37 months overseas' duty in the Southern and Central Pacific. He served the 40th Infantry Division as staff sergeant in charge of the division post office. He was awarded the bronze star for meritorious achievement in the line of duty.

His mother says that, after four and one-half years in the service, he came to Joshua Tree for a vacation, but that she had lined up so much work for him to do, he had to go home for a rest.

Mary E. Burson
NOTARY PUBLIC

Townsite Office
JOSHUA TREE

Yucca Valley Inn
SANDWICHES—WINE
COLD BEER - SOFT DRINGS

*Humphreville and Mrs. Ed Hardesty are conducting the War Chest drive, and a separate campaign by the school children of Yucca Valley is being directed by their teacher.

MORONGO VALLEY

Mrs. Rosella Hess and Mrs. Clara Livingstone are taking charge of the War Chest fund drive in Morongo Valley.

NEW MERCHANDISE

Arnold's Hardware has an interesting new line of pottery ware, gifts and novelties. It isn't long now until Christmas and Arnold suggests it might be a good idea to look these things over and make selections now while the line is complete.

Letters from People

(Continued from Page 2)
town, Joshua Tree. We are looking for a desert homesite and would like to take your paper for a while and watch developments there. We expect to make a trip there on our next leave, to look over property sites.

R.J.L.

October 1, 1945

Dear Mr. Gear

You have a grand little paper and believe it should do wonders in making "Our Town" grow. Shall look forward to receiving my copies of the JOSHUA JOURNAL.

Sincerely,

G.D.



JUST THINKING

By THE PACK RAT

They say a pack rat will take something of value from you and put something worthless in its place. That's not always true and in no case is it a case of dishonesty. In a certain mining district of Idaho pack rats raided a miner's cabin and removed a couple dozen pounds of wormy beans and in their place they left almost a full set of sterling silver knives, forks and spoons worth many dollars more than the beans they stole.

Now sometimes I have been sarcastic and mean so here is a gem that to me is most precious and no greater truth ever spoken. Thanks to my good friend O. D. Thomas.

Some days are stormy, but most are fair,
Some dreams seen idle, increasing your care.
When hopes are blighted, and joys seem rare,
Doubt not. Dreams come true everywhere.

—O.D.T.

—oOo—

ICEMAN WANTS TO DELIVER ICE . . . BUT—

Gene Sullivan says he wants to deliver ice to the people but ice is a perishable article in desert climate and if the people aren't home to receive it or don't leave the door unlocked so he can get in he loses the ice and consequently loses money, too.

Hereafter, he announces ice will have to be ordered when wanted, and deliveries on ordered ice only will be made.

CLASSIFIED

RATES 1c per word - 4 issues 3c per word

FOR SALE

6 ACRES—View, excellent location, high ground, south slope, adjoining Mental Physics, \$400. James DeJersey, P. O. Box 3, Yucaipa.

TRAVELEER house trailer, model '42. Sleeps 4. Butane; excellent condition. \$1200; terms if necessary. McKibben, Joshua Tree. 4t

HOUSES FOR SALE

1 MODERN cement-block house, tile roof, large patio. Good view; two bedrooms, \$6500.
1 MODERN cement-brick house; lots of glass. \$4200.
1 STUCCO four-room house; good bath and kitchen. \$3200.

BUNKER LAND CO.
Mail Address via Whitewater

WANTED

3/4x4 1/2 Graphic Cut film holders. Must be in usable condition. Call or write, stating price, Joshua Journal, Joshua Tree, Calif., via Whitewater.

WE TAKE ORDERS
for
Job Printing
at the
Joshua Journal
Office

Morongo Market

Groceries Fruits Vegetables

Mr. and Mrs. E. E. Grimes

Morongo Valley

ARNOLD'S

We have a new line of decorative pottery, fancy aprons, guest towels, luncheon cloths, fancy handkerchiefs, baby jackets, caps, bibs, men's handkerchiefs, and many items suitable for Christmas Gifts.

YOUR INSPECTION INVITED

SPECIAL THIS WEEK: Synthetic Rubber Gloves, 35c Pr.
Arnold's Hardware and Plumbing Supply

10 - Acre Tracts

(LIMITED NUMBER)

Morongo Valley

"The Cream of the Desert"

NEVER TOO HOT OR TOO COLD

IDEAL FOR HEALTH

H. M. Hess - Realtor - Sub-Divider
NO DUST NO FOG

Sun Valley ACRES

Now Under Development

TURN NORTH FOUR MILES EAST OF JOSHUA TREE

Ready About Dec. 1st.

BUNKER LAND CO.,
JOSHUA TREE.

Banning Laundry & Dry Cleaning

PICK-UP EACH TUESDAY - 12 NOON
AGENCY, COULTER'S GUEST HOUSE

Inglis Cigars

A FAVORITE IN THE CITY

Now Can Be Bought at

Standard Service Station
JOSHUA TREE

GET OUR ESTIMATE FIRST
ON ELECTRICAL WIRING and INSTALLATIONS

RADIO DOC

"Everything Electrical"

J. H. McKITRICK - Box 460 - Twentynine Palms

GOOD EATS

NOW OPEN

RICE'S CAFE

CLOSED ON MONDAYS

JOSHUA TREE

Chamber Commerce

(Continued from Page 1)

in the Chamber, in recognition of the many things he has done for Joshua Tree. President Bunker also complimented the Strawhatters on their enterprise and success in promoting their Ranch Days celebration.

Fred Moninger, president of the Strawhatters Club, replied by stating that the Strawhatters were originally organized as an outing club to have picnics and weiner roasts and then it was discovered that most of the members were lovers of horses and they decided to hold their Corral Day celebration. After having been so successful with their first event they have decided to make it an annual affair, and members of the Chamber of Commerce present, pledged their support.

Frank Cook, Chairman of the Community Hall Association, said the detailed drawings for the new building were nearing completion and would soon be ready to submit to State Inspectors and the San Bernardino Planning Commission for approval.

In the meantime, Maude Fox, Chairman of the Finance Committee, said plans for financing were going ahead and that she did not anticipate any difficulty in raising sufficient money to meet their needs as the building progressed. One of the first contributors, she said, was the constructing firm of Otto & Batters, who have offered, as a contribution, the labor and equipment for pouring the concrete floor and

foundation. She also said that contributions of labor were just as welcome as money.

Secretary Gear reported that Bill Underhill has offered to turn over the entire proceeds of one night's performance at his 29 Palms Theatre to the Joshua Tree Community Hall fund.

The problem of tin can disposal and other non-cumbersome material was taken up, and President Bunker said that they had secured a suitable location to dig a hole large enough to take care of our needs for some time to come, and that he was negotiating with Gene Sullivan to inaugurate the periodical pick-up service. He said as soon as negotiations were complete announcements of the schedule would be made through the JOSHUA JOURNAL.

—oOo—

NATIVE ROCK HOME

There is a most interesting new home just starting on Commercial Street in our town. O. W. Bauer, who has lived on the desert for about 12 years, over in the Surprise Springs neighborhood, is building a four-room home of native stone that he is picking up here and there on the desert. That such a house will add to the attractiveness of our town, goes without saying.

Power Line

(Continued from Page 1)

be of the same type and size except that for the present it will have one transformer less. The Joshua Tree station will have three transformers, and will deliver both three-phase current and single-phase.

Distribution System

The engineering department of the power company has started the detail plans for the distribution system for Joshua Tree, and it will cover the entire town so that unlimited service will be available when the current is turned on.

Mr. Knaggs also stated that the company would open an office here to take care of the needs of their patrons.

Favorable Rates

The rate schedule for this territory is on file at the office of the JOSHUA JOURNAL, and the people here are going to enjoy rates that compare favorably with the best rates in effect in Southern California, and much better than some communities. The rates are adjusted so that an all electrically-equipped home, such as many of our citizens are planning, with automatic hot water heater, range and all the host of appliances we hope to be able to buy soon, will have a rate that will make electricity the most economical fuel to use, not to mention the convenience.

Seigel & Raub

REGISTERED ENGINEERS & SURVEYORS

W. P. Giles, Engineer-in-Charge

Professional Building

Joshua Tree

**Places to Stay
in JOSHUA TREE****DESERTAIRE LODGE**Clean - Cool - Comfortable
MEALS OPTIONAL

MRS. ALICE HIBBARD, Prop.

WAGNER COURTSSLIGHTLY VIEW
Attractive Housekeeping Apartments
\$15 WEEKLY**HERDMAN & JACKSON**APARTMENTS
COMFORTABLY FURNISHED UNITS
\$15 WEEKLYCabins for Rent
DAY - WEEK OR MONTH
REASONABLE**Jeff Overbay****Mellette's Guest Lodge**YUCCA VALLEY
ROOM and BOARD

Address Star Route - Whitewater, California

Get Ready To Build Now

BUILDING MATERIALS ARE RELEASED OCT. 15. CONSTRUCTION AT JOSHUA TREE WILL SOON BE IN FULL SWING. OUR SUPPLY YARDS ARE STOCKED WITH NEW LUMBER, PLUMBING SUPPLIES, ELECTRICAL EQUIPMENT, ETC.

MATERIAL PRICES AND WAGES WILL NOT BE CHEAPER AND MAY GO HIGHER. GOOD LABOR IS AVAILABLE HERE NOW. GET READY TO BUILD NOW.

*Write any of the following firms - all members of the
Joshua Tree Chamber of Commerce*

CRANE'S BUILDING SUPPLY
All Building Materials

LAWSON - MacARTHUR & SEVAGE
Cement Blocks

G. B. KRUMCKE
Painting

BECKER'S HARDWARE
Hardware and Tools

WORTLEY & BROWN
Mortarless Concrete Blocks

TOM HENNING
Building Contractor

FRED MONINGER
Architectural Designer

OTTO & BATTERS
Concrete Construction

EVANS ELECTRICAL COMPANY
Electrical Installations

JEFF OVERBAY
Builder

L. B. PFEIFFER
Contractor and Builder

Or Communicate Direct To

Chamber of Commerce

JOSHUA TREE - CALIFORNIA